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81-86. (New) A method for providing personalized service at a service center comprising:

maintaining a database containing user identifiers identifying a plurality of users, respectively, at least one user identifier in the database being associated with a language identifier which identifies a preferred language;

receiving a call;

obtaining a user identifier associated with the call;

determining whether the obtained user identifier corresponds to one of the at least one user identifier in the database; and

if the obtained user identifier corresponds to one of the at least one user identifier, connecting the call to a service provider capable of communicating in the preferred language identified by the language identifier associated with the at least one user identifier.

88. (New) The method of claim 86 wherein the at least one user identifier includes a telephone number.

89. (New) The method of claim 86 wherein the user identifier associated with the call includes an ANI.

90. (New) The method of claim 88 wherein the call is received by a switch in the service center, and the ANI is derived from a string of data received by the switch.

91. (New) A system for providing personalized service at a service center comprising:

a database containing user identifiers identifying a plurality of users, respectively,

at least one user identifier in the database being associated with a language identifier which identifies a preferred language;

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- a switch for receiving a call;
- a processor for obtaining a user identifier associated with the call;
- a server for determining whether the obtained user identifier corresponds to one of the at least one user identifier in the database; and
- if the obtained user identifier corresponds to one of the at least one user identifier, the switch connecting the call to a service provider capable of communicating in the preferred language identified by the language identifier associated with the at least one user identifier.

*92*  
91. (New) The system of claim 90 wherein the at least one user identifier includes a telephone number.

*93*  
92. (New) The system of claim 90 wherein the user identifier associated with the call includes an ANI.

*94*  
93. (New) The system of claim 92 wherein the ANI is derived from a string of data received by the switch.

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